



## A CASE STUDY

# Social Media Comment Moderation: The New “Must-Have” for the Beauty and Fashion Ecommerce Industry

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*Respondology has made a tremendous difference in maintaining the integrity of our brand and enabling our customer experience team to re-focus their energy on actual customer requests, rather than constantly hiding vulgar comments.*

- VP, Ecommerce, Snow, Premium Oral Care Company

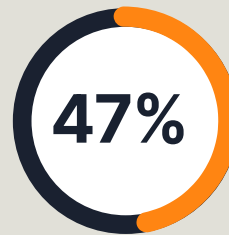
## Protect Your Brand, Improve Your Sales

The Beauty and Fashion industry is an ecommerce powerhouse. Direct to consumer online sales topped 758 billion in 2021.\*

At Respondology, we are fortunate enough to work with many Beauty and Fashion brands to help them keep their comments sections free from bots, spam and abusive, body-shaming language or brand-damaging talk.

Our analytics team reports that annually, we review over 6.5 million comments for our Beauty and Fashion clients.

## Fashion & Beauty Industry Clients



A men’s online fashion brand saw a **47% decrease** in their CPA



Annually we **saved clients \$425,683**



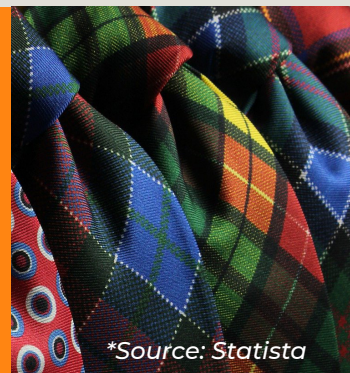
Eliminated **16,372 hours of human** resource time



We remove more than **90% of damaging comments**



Respondology delivers customizable, immediate moderation with preinstalled and continually updated keyword and emoji filtering as well as US-based human moderators.



\*Source: Statista